



NEW JERSEY GENERAL ASSEMBLY

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DEPUTY SPEAKER

**CHAIR OF HOMELAND SECURITY
& STATE PREPAREDNESS COMMITTEE
MEMBER OF BUDGET COMMITTEE
HEALTH & HUMAN SERVICES COMMITTEE**

Chief, Regulations & Procedures Division
Alcohol & Tobacco Tax & Trade Bureau
ATTN: NOTICE NO. 41
PO Box 14412
Washington, DC 20044-4412

Dear Chief:

Under the current federal alcohol beverage label regulations most beer, wine and distilled spirits companies are prohibited from providing information about their products so that consumers can make informed choices about what to drink and how much to drink.


Most food packages, soft drink containers, over-the-counter drugs, and even dietary supplements provide consumers with basic consumer information on the label. Alcoholic beverages (with some exceptions) are the only major class of consumable goods not providing important information on the label, such as serving size, alcohol per serving, calories, fat and protein per serving, as well as allergens and ingredients.

Further lore, existing label requirements for beer, wine and spirits are so disparate as to promote consumer confusion.

I believe providing basic consumer information is necessary so that consumers may make informed choices about what to drink and how much to drink. Caloric information per serving is important for anyone who is watching his or her diet. Alcohol per serving is just as important to those trying to monitor alcohol intake.

I urge TTB to act expeditiously to adopt a regulation that permits meaningful consumer-oriented *Serving Facts* on beer, wine, and spirits labels. In the meantime, I urge TTB to allow manufacturers to voluntarily provide this kind of truthful, non-misleading information on labels while the rulemaking proceeds.

Sincerely,


Joan M. Quigley
Assemblywoman

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